



NEW PRODUCT SHOWCASE & PRESSURE COOKER COMPETITION

MADE Central California offers two exciting platforms for exhibitors to showcase innovative new products.

NEW PRODUCT SHOWCASE

The New Product Showcase is an excellent way to gain exposure and promote your brand at MADE Central California. All products submitted to the New Product Showcase will be featured on MADE's Instagram and Facebook, and will be showcased at the main entrance at MADE Central California.

Please note: registrations for the New Product Showcase must fit the [new product criteria](#), and a separate registration form must be completed for each product you wish to submit.

[Click HERE to register for the New Product Showcase and Pressure Cooker Competition](#). The registration form is split up into two sections. The top section is mandatory for both the New Product Showcase and the Pressure Cooker Competition. The bottom section only needs to be filled out if you would also like to enter that product into the Pressure Cooker Competition.

PRESSURE COOKER COMPETITION

The Pressure Cooker Competition is a platform for MADE exhibitors to put a spotlight on their most innovative new products and/or services in front of a LIVE audience for a chance to win \$10,000. Specifically, products chosen for this competition will bring a combination of these new benefits to the food industry:

- Innovative ingredients or packaging
- Ingredients that deliver performance and/or recovery benefits to consumers
- Environmental sustainability
- Ag automation and/or production
- Clean Label
- Ethical Behavior

PRESSURE COOKER COMPETITION- LIVE AT MADE CENTRAL CALIFORNIA

A MADE staff member will contact you no later than September 20th with the status of your application. Selected finalists will pitch their product/service to a panel of food industry experts in front of a live audience at MADE Central California. Please note: finalists selected for the live competition will have additional media interviews and promotional opportunities throughout the month of October leading up to the event.

DEADLINES:

- September 15: Registration closes for Pressure Cooker Competition applications
- October 19: Registration closes for the New Product Showcase
- November 3: Pressure Cooker Competition LIVE at MADE Central California

PLEASE NOTE:

- All applicants for both the New Product Showcase and MADE Central California must be registered MADE Central California exhibitors.
- Winners of 2022 Pressure Cooker are not allowed to submit the same product/service in 2023.

